

**CTCC** – Creative Traditional Companies Cooperation is a non-profit project, part-financed from the European Regional Development Funds (ERDF) within the South Baltic Programme 2014-2020.

CTCC consortium consisting of 10 direct partners and more than 30 associated partners aims at enhancing innovation capacity and improving innovation performance within product, service, processes or market portfolios of traditional sector Small and Medium-Sized Enterprises (SMEs). Together with creative people from the Creative Industries (design, architecture, advertising and software & games) we work for you – our target group – traditional sector SMEs from the South Baltic Sea Region (SBSR) covering coastal regions of Denmark, Germany, Lithuania, Poland and Sweden until 14<sup>th</sup> July 2020. In this, we contribute to Blue and Green Growth in the Region and the EU.

### In particular, we deliver the following:

1. Triple-helix creative-business partnership and creative brokering platform facilitating innovation within traditional SMEs;
2. Cross-sectoral innovation training methodology;
3. 30 specific demand-driven innovation solutions and business models for traditional SMEs and regions, such as environmentally-friendly and ergonomic ship design, simulators for maritime applications, improved secure and safe navigation signs at harbours and coastal areas; and
4. Four sustainable self-running and financing mechanisms for valorisation beyond the project life:
  - a. Yearly Entrepreneurship Contest;
  - b. University-Business Partnership Platform;
  - c. Triple-Helix Training & Retraining Programme;
  - d. Cross-border competence mobility centres for cross-innovation.

## WHO WE ARE?

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European Project Center:  
[www.fww.hs-wismar.de/forschung-kooperationen/institute/european-project-center](http://www.fww.hs-wismar.de/forschung-kooperationen/institute/european-project-center)
- 2 ATI ert gGmbH education, research and furtherance of cooperations (DE)
- 3 Season of Creativity e. V. (DE)
- 4 Public Institution Rietavas Tourism und Business Information Center (LT)
- 5 Association Rietavas Women Employment Centre (LT)
- 6 Klaipeda Science and Technology Park (LT)
- 7 Media Dizajn (PL)
- 8 Pomeranian Science and Technology Park (PL)
- 9 Association of Polish Communes of Euroregion Baltic (PL)
- 10 Blekinge Institute of Technology (SE)



CREATIVE TRADITIONAL COMPANIES COOPERATION



European  
Regional  
Development  
Fund

GATEWAY FOR SMEs  
BREAKTHROUGH AND INNOVATION

**CTCC**

## WHY WORKING WITH US IS YOUR NEXT COMPETITIVE ADVANTAGE?

- We work for you and with you to improve your company performance – within product, service, internal organisational processes or marketing (positioning on the market or entering new markets) area.
- We work for you and with you to solve your company problems, provide innovative ways to breakthrough from the challenges / barriers and open up new ways and horizons.
- We develop for your new business models to adapt to the changing economic and social environment (e.g. digitalisation and transformation).
- We will invest time, resources and expertise to provide you with innovation prototypes – pre-launch market solutions – that are of high quality, user-friendly, high value-driven, sustainable and emphatic.
- We will provide you with the state-of-the-art knowledge, skills and tools from the region and overseas to develop innovations.
- We will enable international networking, exhibition participation and inter-project cooperation to reach out new markets.
- All service package we offer for you is FREE OF CHARGE, NOVEL, REAL-LIFE PROBLEMS SOLVING AND PERFORMANCE IMPROVING.

## HOW CAN I PARTICIPATE & BENEFIT?

- I become a follower of the CTCC Interreg project via the newsletter system or network (Facebook, project website).
- I participate in CTCC Multidisciplinary Roadshows (2018 – Karlshamn & Wismar | 2019 – Gdynia & Bornholm | 2020 – Rietavas / Klaipeda).
- I take part in free of charge CTCC cross-innovation online capacity building programme (May – June 2018).
- I take part in free of charge advanced physical trainings (September – November 2018).
- I participate with my company in innovative prototype development to solve my challenges / problems, find new ways of performance or enter markets via joint co-working with creative people and outstanding experts from the region and outside (May 2019 – April 2020).
- I present my achievements within international trade shows and exhibitions and reach out new markets.
- I increase the size of my customers and end-users and customer loyalty.
- I improve my competitive advantage and company image.

## WHAT SHOULD I BE READY FOR?

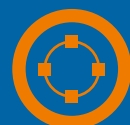
- I bring with me motivation, reserve certain time to participate in co-working with creative industries and international experts.
- I bring with me mobility to discover regions and cultures with the South Baltic destinations – Denmark, Germany, Lithuania, Poland and Sweden.
- I bring with me any problem, barrier or challenge I would like to reduce or remove for trade and better performance purposes.
- I belong to one of the following traditional industry sectors – SMEs: a) maritime transport & shipbuilding; b) green (renewable) energy production (offshore wind energy, biofuels, biogas); and c) maritime tourism (yachting, marinas and cruising infrastructure).

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**or on the project platform at**  
[www.movecreative.eu](http://www.movecreative.eu)



raise your awareness on cross-innovation



join the CCTC network



get involved with your peers



participate in online trainings



participate in physical advanced trainings



get your company audited for better innovation



develop prototypes in cross-innovation projects



make a change to your company and yourself